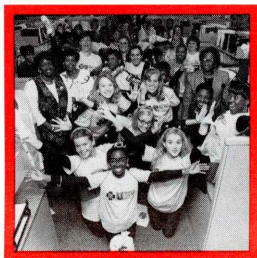


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WalkAmerica...employees walk to fight birth defects...



ENTHUSIASM FUELS FOOD DRIVE

Staff of the Second Harvest Food Bank of Northeast Florida are calling the Freedom from Hunger food drive held at Blue Cross and Blue Shield of Florida offices in Jacksonville extraordinary.

Tim Davis, director of the Food Bank, says the collection of 23,044 pounds of food makes the BCBSF drive one of the largest food drives ever held in Jacksonville since the food bank opened in 1979. The BCBSF collection means 17,326 meals will be provided to Jacksonville's hungry.

Need Critical During the Summer

Thousands of Floridians go hungry every day of the year. However, many people think about the less fortunate during the holiday season. As a result, donations are high during the later part of the year, but critically low in the summer months.

In an effort to help the community and create an awareness of this need, the Employees' Club kicked off a Freedom From Hunger Food Drive in July to benefit the Second Harvest Food Bank of Northeast Florida. The food bank is a United Way agency that provides emergency relief to families and individuals in crisis.

A committee of Employees' Club boosters headed the effort. Aloma Carter and Helen Van Houten, Medicare B; Vicki Chapman, Health Options Task Force; and David O'Steen, Local Group Operations, toured the food bank, coordinated food pick ups and answered employee questions. "The energy and commitment shown by these Employees' Club boosters has been inspirational," says Karen Morris, Employee Services Specialist and Employees' Club advisor. "These volunteers really put their hearts into making



Photo by: Marcy Appelbaum

Ernie Brodsky, Vice President, Northeast Region, and Employees' Club boosters delivered more than 3,000 pounds of critically needed items to the Second Harvest Food Bank of Northeast Florida to help kick off the employee food drive.

the food drive a success."

"My heart goes out to those who are hungry," says Carter who was chairperson of the drive. "I've been in a situation where there wasn't enough food on the table. I know how easily it can happen to any of us."

"The energy and commitment shown by these Employees' Club boosters has been inspirational."

The goal of the food drive was to collect 10,000 pounds of food or approximately two pounds per employee. Large collection boxes were placed in all BCBSF offices in Jacksonville.

To encourage participation, a video memo featuring Tom Albright, Senior Vice President and Chief Marketing Executive, was sent to all managers to use in

employee staff meetings, and vegetable characters danced in the HOC and FCC cafeterias for five days during lunch. In addition, two "dress down" days were held. Employees could wear casual clothes for a donation of at least two pounds of food. And Freedom From Hunger grocery bags were distributed to every employee as a reminder to bring in donations; the bags also provided a convenient way to carry donations to work.

To support the employee efforts, a corporate contribution of 3,400 pounds of tuna fish, peanut butter and diapers — critically needed items — was presented to the Second Harvest Food Bank on July 8.

Response Overwhelming

Enthusiasm surrounding the drive was overwhelming and contagious. The goal of 10,000 pounds was surpassed by mid-month. By the end of the month, donations more than doubled the original goal.

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Articles and photographs about the company's programs, policies, products and people may be submitted for consideration. Please send to: Joyce McCall, Public Relations, Riverside Home Office Complex, 19T. For information, call (904) 791-8274 or contact your regional representative with story ideas.

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"This drive has been much more successful than the drives we've held around the holidays when employees are busy and many organizations are seeking contributions," says Albright. "We think the summer is a perfect time for a food drive. While most people are thinking about their vacations, we are calling attention to the fact that we have hunger in Florida."

"The success of the BCBSF food drive was astounding, especially when you consider that donations are down and food drives in general don't collect as many donations today as they did a few years ago," says Davis. "The BCBSF drive has really boosted the morale of the food bank's staff."

A UNIQUE CHALLENGE

An olde English challenge in the Human Resources Division is one example of the spirit and participation that characterized the drive. HRI employees com-

peted to see which of the division's four departments could donate the most food. The challenge read in part:

"Arise to the challenge to provide sustenance to the citizenry of the kingdom of Jacksonville during the month of our Lord July.

The land which unwisely fails to attain superior status will prepare and serve a feast to the lands whose numbers are most superior."

Loosely translated the challenge meant employees in the HR department that collected the fewest donations would have to serve breakfast to the employees in the three other HR departments. The competition was fierce, and donations were tallied daily and even twice a day on the last day of the challenge.

The division collected a total

of 2,931 pounds. The race was close, but when the deadline arrived, Compensation and Benefits — with 34.06 pounds per employee — emerged as the winner. Not far behind were Organizational Development and Training with 32.48 pounds per employee, and Employment and Employee Relations with collections of 31.75 pounds per employee. The loser, Administration, collected a respectable 16 pounds per employee. However, as the loser, employees in Administration will soon be serving breakfast to employees of the other departments.

Drive Spreads to Regions

The Jacksonville drive was so successful that now BCBSF regional offices are holding Freedom From Hunger food drives during the month of August to benefit the local food banks in each region.

Large collection boxes are located at BCBSF offices throughout the state. Employees are encouraged to bring in canned food and other items such as can openers, baby formula and powdered milk. Regional office donations are being made to local food banks in support of the employee effort.

"We're asking each employee to contribute to the drive," says Albright. "If all employees help to put food on their neighbors' tables, we can all have freedom from hunger." ■



The staff of the food bank estimate the 3,044 pounds of food delivered July 8 would be used in three days due to increased demand.

florida focus

Health Care Reform

The state of Florida is in the process of implementing the Health Care Reform Act of 1993 (S.B. 1914). Blue Cross and Blue Shield of Florida supports the intent of S.B. 1914 to broaden access and control costs through managed competition and is working with the state toward successful implementation of this legislation. BCBSF's investment in managed care programs over the past decade positions it well to meet the changing market and presents the company with tremendous opportunities.

We are actively involved in assessing the impact of reform issues on BCBSF and developing in assessing the impact of reform issues on

BCBSF and developing our response to them. We are managing our reform efforts under two broad categories:

- A Reform Proposal Design Group (led by Bruce Davidson) is developing the company's policies and positions on health care issues.
- A number of groups (led by Ken Otis) have been formed to address how the company will respond to health care reform and to work on implementation issues.

We know that there is a great deal of interest in how S.B. 1914 will affect our organization. Our plans call for decisions on many key issues over the next 60 to 90 days. We will share information with you and your managers routinely as health care reform and our business responses to it continue to develop. ■

in the spotlight

Bees Video Wins National Award

The Federal Employees Program and Public Relations worked to develop a video to kick off FEP's annual national conference. The video, called "Be the Best that You Can Bee," won the prestigious Telly award, a national award for production excellence.

FEP and Public Relations worked on the video with students at the Douglas Anderson School of the Arts. The students wrote a song based on the theme of teamwork, dressed up in bee costumes and danced to the song.

"This was a great opportunity for BCBSF to work in partnership with a local school on a project that benefitted us both," says Laury Keen, manager of FEP Marketing. "The kids were wonderful to work with, and their enthusiasm was incredible. They used their talents to help us out. In turn, they got a chance to work on a production that won a national award."

The video and the collabora-



Students from Douglas Anderson School of the Arts "starred" in BCBSF's award winning video.

tion between BCBSF and the kids at Douglas Anderson was carried as a news item on local television stations.

In addition to the video award, FEP recently won several awards at the annual FEP Marketing Planning Meeting.

Our group received third place in the largest net gain category for gaining 3,565 contracts; and fourth place in the largest active net gain category for gain-

ing 2,448 contracts.

The awards ceremony recognized Plan contributions to Blue Cross and Blue Shield's near-record gain of 62,438 Open Season contracts in 1992, making 1992 one of the most successful years in BCBS's history. BCBS has a goal of 35,000 new contracts in open season 1993. ■

Care A Van On The Road

The Care A Van mobile health clinic is now on the road, transporting medical professionals and supplies to thousands of migrant and rural Floridians in Hardee, Highlands, DeSoto, Glades and Charlotte counties.

The Care A Van program was developed by a consortium of non-profit organizations, with support from BCBSF.



The Care A Van mobile health clinic, with a staff of six, brings medical professionals and supplies to thousands of rural and migrant Floridians.

BCBSF became interested in the mobile clinic after studies revealed high infant mortality and disease statistics, according to Jim Van Wagner, BCBSF manager of facility contracting in the West Coast region.

"This novel approach to health care provides preventive medical care to a community who needs these basic services," Van Wagner says. "The Care A Van gives us an opportunity to educate the public about the importance of preventive medicine."

Care A Van will provide a number of services, such as: triage, basic emergency treatment, prenatal care, immunizations and physical exams.

It's estimated that Care A Van will reach at least 7,200 patients a year. The consortium hopes to enlist at least 400 women into early prenatal care and provide required immunizations to at least 800 children of pre-school age. ■

service anniversaries

The following employees celebrated service anniversaries in July:

five years

Sandra L. Baysore, Claims Examiner B... Helen P. Brown, Other Carrier Liability Analyst... Valencia G. Cain, Claims Examiner A... Cecilia A. Calvin, Sr. Examiner... Charlesett Campbell, Control Clerk A... Patricia A. Carter, Correspondence Rep B... Karen L. Caughman, Systems Analyst II... Jamie F. Crowther, Claims Examiner B... Kathy Davis, Claims Examiner B... Carol L. Dennis, Customer Service Rep B... Eola T. Dixon, Claims Examiner A... Angela C. Elmore, Customer Service Rep C... Volneta Renee Felton, Quality Anlst QC & Analy PBO... Kathy L. Givins, Claims Examiner A... Paulette L. Hall, Income Allocation Clerk... Latonya A. Harrell, PSI Specialist... Scott W. Hickman, Programmer Analyst... Carleen E. Hughes, Correspondence Rep B... Pamela J. Johnson, Claims Examiner B... Sylvia I. Johnson, Customer Service Rep B... Gary D. Kight, Customer Service Rep B... Eileen D. King, Claims Examiner B... Sonya B. Leggett, Control Clerk A... Flesica A. Lloyd, Claims Examiner C, Medicare B... Annie M. Lovett, Control Clerk A... Theresa O. Monaco, Customer Service Rep B... Tammy L. Muffley, Individual Benefit Coordinator... Jenice A. Owens, Claims Examiner A... Pamela S. Prater, Control Clerk B... Tonya D. Prince, Claims Examiner B... Louise Reed, Claims Examiner A... Christina F. Roling, Claims Examiner B... Lisa M. Salzer, Field Group Specialist... Joel A. Smith, Sr. Project Consultant... Sherina L. Smith, Customer Service Rep B... Richelle D. Stevens, Systems Programmer... Joann D. Thomas, Claims Examiner B... Maggie L. Tobler, Clerk B... Suzanne M. Trzaskus, Supv Membership & Billing... Ginger B. Weinbaum, Technical Analyst II... Glenda M. Wishop, Claims Examiner B.

ten years

Florencia F. Basco, Team Leader... Michael D. German, Sr. Systems Analyst... Lisa I. Hamilton, Claims Examiner B... Jean A. Hanson, Customer Service Rep C... Judith E. Holt, Operation Analyst I... Wendell F. Jinright, Director Information Operations... Ronald W. Marley, Project Consultant... Deborah M. McMillan, Executive Secretary A...



service anniversaries continued

Joann R. Olson, Mgr Program Management... Anamarie P. Rodriguez, Med Service Representative HMO... John J. Williams, Project Analyst... Pamela H. Young, Operations Analyst II.

fifteen years

John V. Curtis, Sr. Safety & Security Officer... James R. Hall, Sr. Systems Analyst... Kimberly J. Hiter, Supv Med B Communications... Rhonda C. Hall, Operation Analyst II... Gwendolyn Hamilton, Medical Review Analyst RN... Robert B. Martin, Jr., Assoc Comp Ops Analyst... Paulette D. Matkin, Customer Service Rep B... Rita F. Preza, Mgr Provider Registration... Angie Roddenberry, Mgr Med B Claims... William C. Strickland, Supv Med B Communications... William J. Strong, Project Analyst.

twenty years

Elizabeth E. Burk, Sr Proposal Analyst... Lucretia A. Combs, Production Analyst... Ruby E. Cooley, Control Clerk C... Carl J. Demery, VP Business Research... Monika C. Dobbs, Auditor II... Wanda Y. Foston, Customer Service Rep C... Julia Henry Wilson, Sr Examiner... Sue A. Kever, Mgr Administration... Bonnie G. Kleinik, Programmer Analyst... Judy L. Lepore, Sr. Quality Analyst... Joanne L. Mitchell, Quality Analyst In-Line... Hortense E. Moody, Claims Service Rep III... Patricia A. Render, Programmer Analyst... Teri L. Small, Supv Claims & Customer Service... Deborah F. Stalvey, Customer Service Rep B... Debora K. Steele, Customer Service Rep B... Barbara E. Strobe, Provider Relations Rep... Lacon L. Williams, Correspondence Rep B...

twenty-five years

Lynda A. Bernis, Mgr Services & Administration... Glenda E. Edmunds, Mgr Group Underwriting... Shirley J. Lehman, Team Secretary Legal... Laura J. Merritt, Payroll Analyst... Loretta J. Payne, Telemarketing Sales Representative... Ava Y. Spell, Section Leader IX... Maxine V. Thomas, Employment Specialist...

thirty years

Charles N. Frame, Sr Systems Analyst

4

in the spotlight

Walkers Help Fight Birth Defects

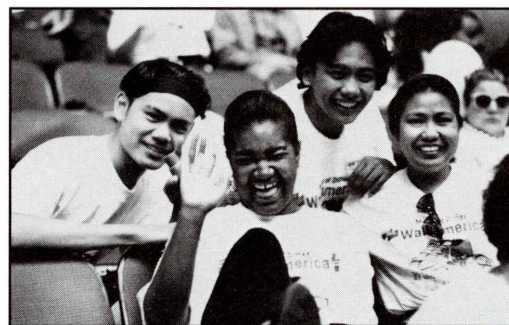
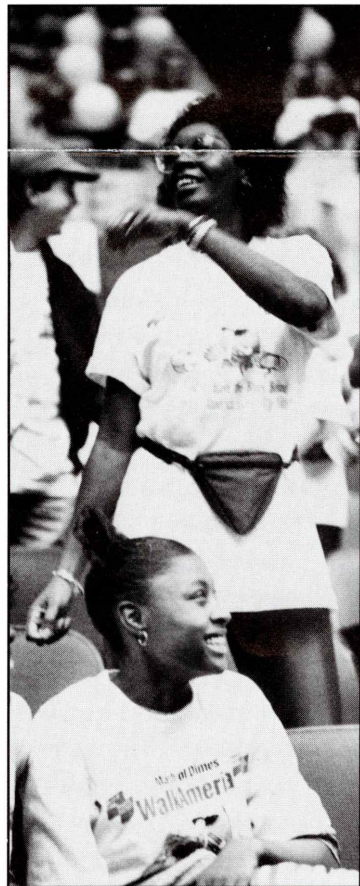
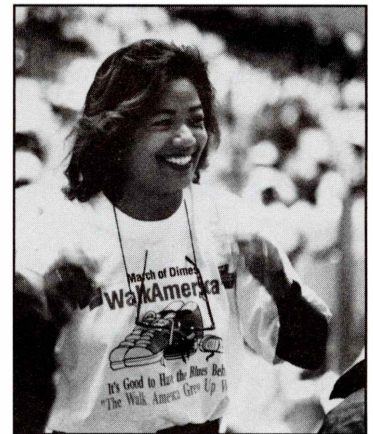
BCBSF employees got a chance to spin the wheel of health and fortune during festivities kicking off this year's WalkAmerica walkathon to benefit the March of Dimes. Those who landed on "feet" were eligible for a draw-

ing for a gift certificate from the Sports Authority or ARA.

This year, more than 300 BCBSF employees throughout the state laced up their walking shoes and walked. Separate walkathons were held in each region in the state. Employees raised a total of \$16,720.82 for the March of Dimes to fight birth defects. Corporate donations

from the regions totaled \$12,900. The total amount raised by BCB-SF was \$29,900.

"Every quarter we collected goes to a worthy cause," says Yvette Lewis, a personal service representative in National Membership and Billing. "If it meant a better life for a child, then I was happy to participate." ■



florida focus

PRO Transition

BCBSF's interim contract as the Peer Review Organization (PRO) for the Health Care Financing Administration (HCFA) ended July 31, 1993.

BCBSF served HCFA as the interim PRO since December 16,

1993, but, after careful review and analysis, chose not to bid on the long-term contract. The analysis concluded that other avenues would give BCBSF better opportunities to be involved in quality outcome improvements.

HCFA awarded the contract to Florida Medical Quality

Assurance Inc., a wholly owned subsidiary of the Alabama Quality Assurance Foundation. BCBSF has been working to ensure a smooth transition to Florida Medical Quality Assurance Inc., which is based in Tampa. ■